Amendments to the Claims:

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Original) A cling article comprising:

a cling backing having first and second opposed major surfaces; and

a heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has an activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent.

2. (Original) The cling article of claim 1, wherein the activation temperature is at least about 60 degrees Celsius.

3. (Original) The cling article of claim 1, wherein the activation temperature is less than about 100 Celsius.

4. (Original) The cling article of claim 1, wherein the cling backing comprises cling vinyl.

5. (Original) The cling article of claim 1, wherein the cling backing comprises an electrostatically charged film.

6. (Original) The cling article of claim 1, wherein the cling backing comprises an electret film.

7. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises a semi-crystalline polymer.

8. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises an over-tackified adhesive.

9. (Original) The cling article of claim 1, wherein the heat-activatable adhesive comprises wax and an elastomer.

10. (Original) The cling article of claim 1, wherein the heat-activatable adhesive has a gel content of at least 10 percent at or above the activation temperature.

11. (Original) The cling article of claim 1, wherein the heat-activatable adhesive has a gel content in a range of from about 50 to about 100 percent at or above the activation temperature.

12. (Original) The cling article of claim 1, further comprising an auxiliary adhesive in contact with at least a portion of the second major surface.

13. (Original) The cling article of claim 12, wherein the auxiliary adhesive comprises a heat-activatable adhesive.

14. (Original) The cling article of claim 12, wherein the auxiliary adhesive comprises a heat-activatable adhesive having an activation temperature of at least about 40 degrees Celsius.

15. (Original) The cling article of claim 14, wherein the auxiliary adhesive comprises a heat-activatable adhesive having an activation temperature of less than about 100 degrees Celsius.

16. (Original) The cling article of claim 1, wherein the heat-activatable adhesive forms a continuous layer.

17. (Original) The cling article of claim 1, wherein the heat-activatable adhesive forms a discontinuous layer.

18. (Original) The cling article of claim 12, wherein the auxiliary adhesive forms a continuous layer.

19. (Original) The cling article of claim 12, wherein the auxiliary adhesive forms a discontinuous layer.

20. (Previously Presented) The cling article of claim 1, wherein the article is selected from the group consisting of a tape, a strip, a roll, and a sheet.

21. (Original) The cling article of claim 1, further comprising an image-receiving layer in contact with at least one of the first or second major surfaces.

22. (Original) The cling article of claim 1, wherein at least one of the first or second major surfaces has a graphic image thereon.

23. (Original) The cling article of claim 1, wherein the second major surface has a dry erasable layer thereon.

24. (Previously Presented) The cling article of claim 1, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins, ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.

25. (Original) The cling article of claim 1, wherein the cling backing comprises polypropylene.

26. (Original) The cling article of claim 1, wherein the cling backing comprises a poly(ethylene-co-methacrylic acid) ionomer.

27. (Original) The cling article of claim 1, wherein the cling article is perforated.

28. (Previously Presented) The cling article of claim 1, wherein the cling backing is fluorescent or phosphorescent.

29. (Original) A method of adhering a cling article to a substrate comprising:

providing a cling backing having first and second opposed major surfaces and a first heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has an activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent;

contacting the cling backing with a substrate; and

heating the heat-activatable adhesive to a temperature at which the heat-activatable adhesive becomes aggressively tacky.

30. (Original) The method of claim 29, wherein the activation temperature is at least about 60 degrees Celsius.

31. (Original) The method of claim 29, wherein the activation temperature is less than about 100 Celsius.

32. (Original) The method of claim 29, wherein the cling backing comprises cling vinyl.

33. (Original) The method of claim 29, wherein the cling backing comprises an electrostatically charged film.

34. (Original) The method of claim 29, wherein the cling backing comprises an electret film.

35. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises a semi-crystalline polymer.

36. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises an over-tackified adhesive.

37. (Original) The method of claim 29, wherein the heat-activatable adhesive comprises wax and an elastomer.

38. (Original) The method of claim 29, wherein the heat-activatable adhesive has a gel content of at least 10 percent at or above the activation temperature.

39. (Original) The method of claim 29, wherein the heat-activatable adhesive has a gel content in a range of from about 50 to about 100 percent at or above the activation temperature.

40. (Original) The method of claim 29, wherein the heat-activatable adhesive forms a continuous layer.

41. (Original) The method of claim 29, wherein the heat-activatable adhesive forms a discontinuous layer.

42. (Previously Presented) The method of claim 29, wherein the cling backing is selected from the group consisting of a tape, a strip, a roll, and a sheet.

43. (Original) The method of claim 29, wherein at least one of the first or second major surfaces contacts an image-receiving layer.

44. (Original) The method of claim 29, wherein at least one of the first or second major surfaces has a graphic image thereon.

45. (Original) The method of claim 29, wherein the second major surface has a dry erasable layer thereon.

46. (Currently Amended) The method of claim 29, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins,

~~copolymers of olefins and other monomers,~~ ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.

47. (Original) The method of claim 29, wherein the cling backing comprises polypropylene.

48. (Original) The method of claim 29, wherein the cling backing comprises a poly(ethylene-co-methacrylic acid) ionomer.

49. (Original) The method of claim 29, wherein the cling article is perforated.

50. (Previously Presented) The method of claim 29, wherein the cling backing is fluorescent or phosphorescent.

51. (Original) The method of claim 29, wherein the substrate comprises a liner.

52. (Original) The method of claim 29, wherein the substrate is selected from the group consisting of a window, an architectural surface, or an automobile.

53. (Original) An assembly comprising:

a cling backing having first and second opposed major surfaces;

a first heat-activatable adhesive in contact with at least a portion of the first major surface, wherein the heat-activatable adhesive has a first activation temperature of at least about 40 degrees Celsius, and wherein the heat-activatable adhesive has a gel content at or above the activation temperature of at least about 5 percent; and

a substrate in contact with the heat-activatable crosslinked adhesive.

54. (Original) The assembly of claim 53, wherein the first activation temperature is at least about 60 degrees Celsius.

55. (Original) The assembly of claim 53, wherein the first activation temperature is less than about 100 Celsius.

56. (Original) The assembly of claim 53, wherein the cling backing comprises cling vinyl.

57. (Original) The assembly of claim 53, wherein the cling backing comprises an electrostatically charged film.

58. (Original) The assembly of claim 53, wherein the cling backing comprises an electret film.

59. (Original) The assembly of claim 53, wherein at least one of the first or second major surfaces contacts an image-receiving layer.

60. (Original) The assembly of claim 53, wherein at least one of the first or second major surfaces has a graphic image thereon.

61. (Original) The assembly of claim 53, wherein the second major surface has a dry erasable layer thereon.

62. (Previously Presented) The assembly of claim 53, wherein the cling backing comprises a thermoplastic polymer selected from the group consisting of fluorinated polymers, polyolefins, ionomers, polyesters, polyamides, polycarbonates, polysulfones, and combinations thereof.

63. (Original) The assembly of claim 53, wherein the cling backing comprises polypropylene.

64. (Original) The method of claim 53, wherein the substrate comprises a liner.